

# Welcome to the Community for the common good Postbauer-Heng



Markt Postbauer-Heng

*... ganz schön lebenswert!*

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## Mayors team

1st Mayor Horst Kratzer - CSU

2nd Mayor/Cultural Officer Angelika Herrmann - CSU

3rd Mayor and District Councillor Gabriele Bayer - Alliance 90/The Greens



# February 2019

## GWÖ in Postbauer-Heng - How did it come about?



Lasen aus ihrem Buch „Die Vorstufe zum Paradies für uns alle“ vor: Gunther Moll, Sarah Benecke und Günter Grzega (von rechts) während des Vortrags im Schloss in PostbauerHeng. Foto: Wolfgang Fellner

## Gemeinwohl-Ökonomie als gangbarer Weg

..... for market councillors, mayors and the public

October 2019

Visit to the municipality of Kirchanschöring/Obb.  
1st GWÖ community in Bavaria



June 2020

**Unanimous decision of the market council for the common good certification**

"The common good accounting process is  
**a great opportunity** for us,  
to record and analyse in a condensed form  
**where we stand** on the path to our  
guiding principle:

**"Do our actions serve the environment?  
does it serve people and does it serve the future?"**

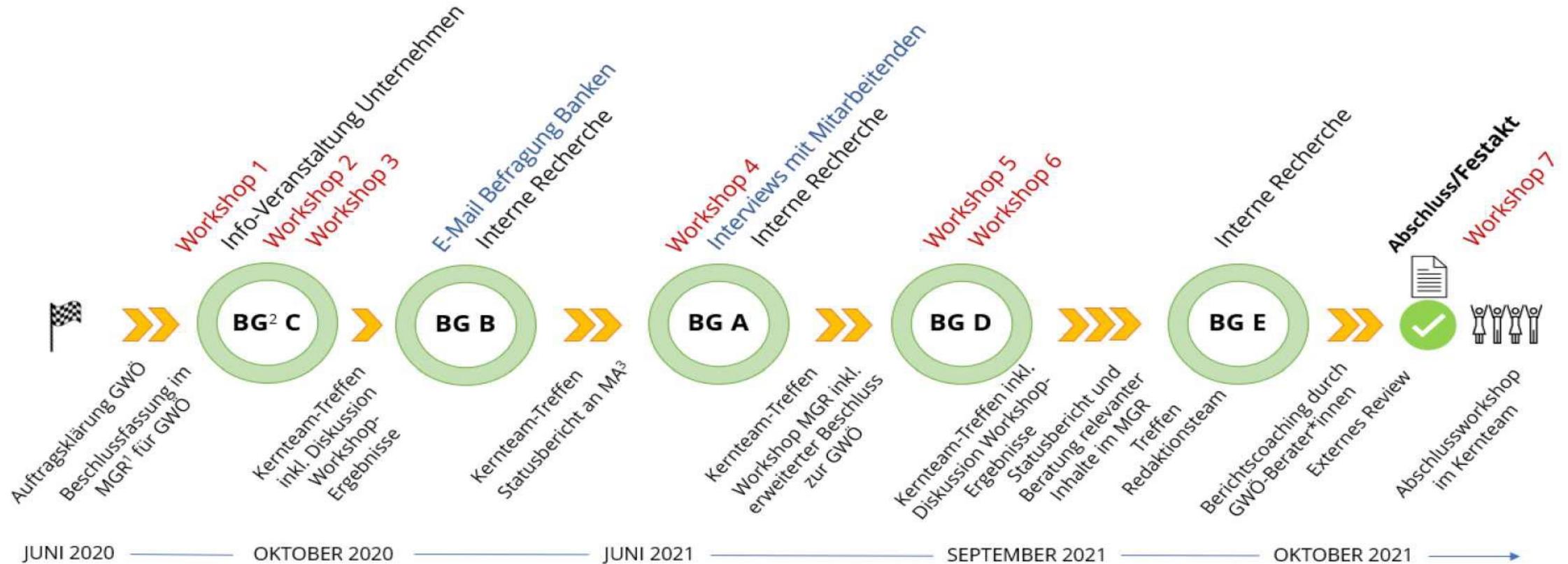
# AGENDA 2030 of the United Nations



# Why municipalities?

- Municipalities are also economically active
- Local authorities can influence privately owned companies
- Municipalities can be multipliers for the idea of the Economy for the Common Good
- Democratic citizen participation processes can be carried out in municipalities.

# Timeline



- Workshop 1: Auftaktworkshop mit allen Mitarbeitenden der Gemeinde
- Workshop 2: Mit Verwaltungsmitarbeiter\*innen
- Workshop 3: Mit MGR zur BG C inkl. Statusbericht
- Workshop 4: Mit Verwaltungsmitarbeiter\*innen aus dem Kernteam
- Workshop 5: Bevölkerung – Vereine, Ehrenamtliche, Beauftragte
- Workshop 6: Wirtschaft – Gewerbetreibende
- Workshop 7: Abschlussworkshop im Kernteam

<sup>1</sup>MGR = Marktgemeinderat  
<sup>2</sup>BG = Berührungsgruppe  
<sup>3</sup>MA = Mitarbeiter\*innen



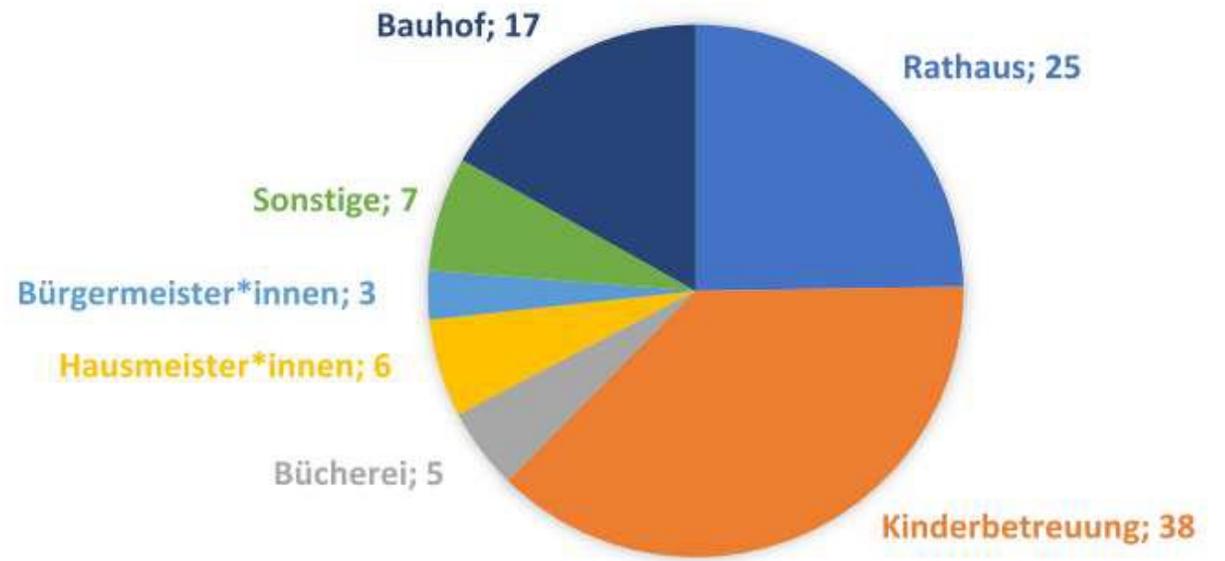
## Matrix V2.0 für Gemeinden

<b>Werte</b>	<b>Menschenwürde</b>	<b>Solidarität</b>	<b>Ökologische Nachhaltigkeit</b>	<b>Soziale Gerechtigkeit</b>	<b>Transparenz und Demokratie</b>
<b>Berührungsgruppe</b>					
A - Lieferant*innen / Dienstleister*innen, ausgelagerte selbständige Betriebe	A1 - Grundrechtsschutz und Menschenwürde in der Lieferkette	A2 - Nutzen für die Gemeinde	A3 - Ökologische Verantwortung für die Lieferkette	A4 - Soziale Verantwortung für die Lieferkette	A5 - Öffentliche Rechenschaft und Mitsprache
B - Finanzpartner*innen, Geldgeber*innen,	B1 - Ethisches Finanzgebaren / Geld und Mensch	B2 - Gemeinnutz im Finanzgebaren	B3 - Ökologische Verantwortung der Finanzpolitik	B4 - Soziale Verantwortung der Finanzpolitik	B5 - Rechenschaft und Partizipation in der Finanzpolitik
C - Politische Führung, Verwaltung, koordinierte Ehrenamtliche	C1 - Individuelle Rechts- und Gleichstellung	C2 - Gemeinsame Zielvereinbarung für das Gemeinwohl	C3 - Förderung ökologischen Verhaltens	C4 - Gerechte Verteilung von Arbeit	C5 - Transparente Kommunikation und demokratische Prozesse
D - Bevölkerung und Wirtschaft	D1 - Schutz des Individuums, Rechtsgleichheit	D2 - Gesamtwohl in der Gemeinde	D3 - Ökologische Gestaltung der öffentlichen Leistung	D4 - Soziale Gestaltung der öffentlichen Leistung	D5 - Transparente Kommunikation und demokratische Einbindung
E - Staat, Gesellschaft, Natur	E1 - Gestaltung der Bedingungen für ein menschenwürdiges Leben - zukünftige Generationen	E2 - Beitrag zum Gesamtwohl	E3 - Verantwortung für ökologische Auswirkungen	E4 - Beitrag zum sozialen Ausgleich	E5 - Transparente und demokratische Mitbestimmung
<b>Staatsprinzipien des Gemeinwohls</b>	<b>Rechtsstaats-Prinzip</b>	<b>Gemeinnutz</b>	<b>Umweltverantwortung</b>	<b>Sozialstaatsprinzip</b>	<b>Demokratie</b>



- Contact group C
- Employees
- Elected representatives/volunteers
- Responsibility for over
- 100 employees at the Postbauer-Heng market

## MITARBEITER\*INNEN-ZAHL NACH BEREICH

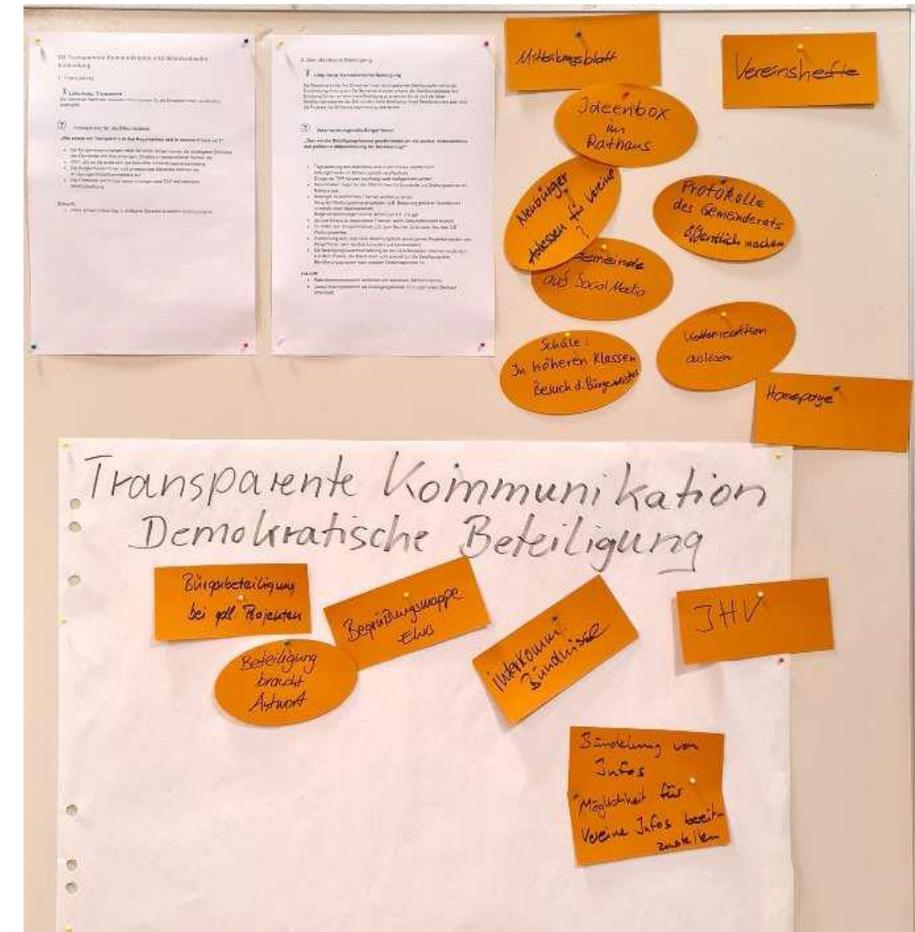


**C.1.1** *Respect for individuals in the organisation:*

*"How do we ensure a culture of respect for the rights and needs of individual employees in our community?"*

- Employee survey
- Workplace situation
- Compatibility of family & career
- Development opportunities
- Representatives report to the market town council
- Integrating employee expertise

# Workshop with associations and representatives



## January 2022

### **Market town council prioritised 12 points**

In its final meeting in January 2022, the market town council prioritised 12 points from around 200 objectives developed in the report.

These are to be implemented over the next two years until recertification.

1. procurement guideline
2. dialogue and criteria catalogue Banking & Finance
- 3rd employee survey
4. employee interviews
5. compatibility of family and career
6. job satisfaction
7. further development etc.
8. take citizens' ideas seriously
9. photovoltaics on municipal buildings and areas
10. winning companies over to the topic of the ECG
11. Renewable energies
- 12th mobility turnaround

# CONCLUSIONS:

## What are the benefits of GWÖ certification?

- \* The matrix serves as a guideline and evaluation structure, systematically analysing all municipal issues
- \* The process shows where we stand and where we have deficits
- \* The balancing process manifests a new way of thinking!
- \* We are positioning ourselves!
- \* Visibility and attention through the GWÖ logo

## Benefits of repeated reporting

- \* for the development of our community: tool for sustainable further development
- \* towards employees: orientation, identification and motivation
- \* in relation to citizens: transparency, authenticity through positioning
- \* in the direction of the communal environment: reliability, attitude

# Which of the 12 goals have been realised so far

Procurement guidelines for the common good

Planning of 3 community wind turbines

Employee survey is almost complete

Staff appraisals are underway

Socially just community

- Social department stores' from 4/25

- Everyday companions for senior citizens are currently being sought and will be trained from autumn '24

- Discussion on the foundation of a gGmbH

# Which of the 12 goals have been realised so far

- Socially just community  
Civic centre opening 8/24
- Wastewater treatment plant is optimised in terms of energy and contributes to the energy transition
- Call for tenders with citizen participation Centrum from the start
- Lammsbrauerei brewery in Neumarkt has balanced itself for the common good in 2023  
Stadtwerke Neumarkt have drawn up an ECG balance sheet in 2024
- ECG anchored in the PoHe municipality's rules of procedure
- Committee: GWÖ Advisory Board - All political groups - advisory





**Thank you for your attention!**